

# THE CITY

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Indigo, shown here in an artist's conceptual drawing, will open its doors at East Point Shopping a week from today. It will climax 11 years of dealings between developer Troy Northrup and Indigo.

## New chapter will begin next week

**Commerce** Indigo store, the first of its kind in Atlantic Canada, will open its doors

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SAINT JOHN – The newest jewel in the East Point Shopping centre crown will open its doors a week from today with a scheduled grand opening to take place Aug. 8-10.

The opening will culminate 11 years of dealing between East Point developer Troy Northrup and Indigo, which sells everything from books to music to gifts.

While Northrup is excited about finally getting the retail giant in Saint John, he's even more excited about what kind of Indigo is coming to the city. Indigo is described as Chapters on steroids and the

design of the store means it will be the first of its kind in Atlantic Canada and only the second in the country after a store was opened in Brossard, Que.

"It's a big-store format, but it has a small-store feel," Northrup said while walking through the store in the midst of its final preparations.

Workers stocked the shelves while crews outside worked on the parking area and sidewalks lining the front of the store. While the size and length of the store looks huge from the exterior, inside the store is sectioned into different departments such as a kids and lifestyles sections.

The rectangular-shaped magazine por-

tion is huge, with row upon row of publications lining the walls.

"If you can't find what you want in here, it's probably not printed," Northrup said.

The store will also have its own Starbucks attached with an entrance from both the store and the exterior.

With the opening just around the corner, Northrup said there's still a lot to be done at East Point. The area that currently houses various retailers and a hotel occupies less than one-third of the 80 acres East Point will eventually occupy.

The work currently being done is to level certain parts of the grounds and Northrup estimates there's about a year's worth of site work to go. Once it's finished, the site will have two distinct plateaus, with other smaller plateaus on the upper level. The design allows all stores on the site to be seen from the

roadway.

As for what retailers will take up the space once it's complete, he said the market will decide. However, with Indigo opening soon, Northrup said it's a good sign big things are on the way.

"I think it represents where the city is and the transformation that's happening," he said.

Northrup currently has a purchase-and-sale agreement in place with Costco. The city's planning advisory committee recently approved two conditions for the big-box retailer to set up shop in Saint John, allowing a large propane tank to be housed on-site as well as approving the store's request to sell its products to wholesalers.

As for when Costco could be officially coming to the city, Northrup said he has nothing new to report.